

**Business Profile:**

2 locations: Coker Music and Knox Music Studios,  
147 students, 4 teachers  
Matt Coker, Owner

**Matt's Challenge:**

Security and reliability had become a priority for Matt since his recent hard drive crash. Matt also knew that technology and automation would help him organize and grow his business in ways that his paper and spreadsheet based systems would never support.

**The Details:**

In JackrabbitMUSIC, Matt found a comfort zone in which he could operate his business. The web-based aspect of Jackrabbit appealed to him since it would eliminate any worries he had about his data's safety.

Matt was pleasantly surprised by the ease with which QuickBooks data imports and exports to Jackrabbit and with the ability to customize fields within Jackrabbit features.

When he began his business, Matt managed 40 students using paper systems: Hand-processed checks, index cards for enrollment and hand-written calendars for scheduling. Today, he manages his 147-student business in less time than it took to manage the original 40 with his previous traditional tools.

Because of Jackrabbit's web-based format, Matt can check his assistant's input from home. This enables him to maximize his time in the studio for more important activities.

With his new software tools, Matt can be more thorough and therefore more professional. He can review information and monitor student progress so he is knowledgeable about every detail.



*“JackrabbitMUSIC gives me the knowledge that I need to run my operations more efficiently, to be more attentive to my customers and to grow. We could never have handled our present student list with our previous traditional tools. I couldn't be happier with my decision to purchase JackrabbitMUSIC.”*

Matt Coker

**Jackrabbit's Value:**

- Web-based format enables owner to become more mobile.
- Time-savings from automation enables growth to happen without significant increase in staff.
- QuickBooks integration makes all accounting tasks simple and accurate.
- Security and reliability inspires greater confidence in information we provide to students.
- Thoroughness and intimate knowledge of each student's progress heightens professionalism.



JACKRABBIT  
MUSIC



[www.jackrabbitmusic.com](http://www.jackrabbitmusic.com)